

October 15, 1945

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 12, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now On Display	SEVEN NEW FALL ROOM SETTINGS New ideas in Fall decorating, in 7 new room settings by the drapery department of John Wanamaker. Settings are entitled: "Georgian Rose," "Dresden," "Dinner a Deux," "Rosy Reflections," "Toccata and Fugue," "Warm Welcome," and "Mexicana." Open to public. Publicity: Florence O'Keefe, ST. 9-4700, Ext. 681.	JOHN WANAMAKER B'WAY & 9TH ST.	HOME STORE 5TH FLOOR
Now Going On	FREE COURSE IN WINDOW DISPLAY Registration is now open to anyone in the art or display field for a free course in window display conducted by Samuel B. Schaeffer, at the New York Evening School of Industrial Art. The course, under the supervision of the Board of Education of the City of New York, will include paper sculpture, cut-awl, air-brush, background show cards, and psychology of advertising. Contact: BU. 8-7623.	N.Y. EVENING SCHOOL OF INDUSTRIAL ART	211 EAST 79TH STREET
Oct. 12	COLUMBUS DAY (Friday)		
Friday Oct. 12 4:00 P.M.	FASHION SHOW FOR BENEFIT OF HOSPITAL John Walther fashion show for benefit of Rush Memorial Hospital, featuring original designs by Stefan, fashion director, Walther Fabrics, as well as costumes by such distinguished designers as Philip Mangone, Maurice Rentner, Vera Maxwell, Rose Barrack, Jo Copeland, Morris Kraus, and Davidow. Tickets: \$2.00 plus tax. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS	BARCLAY HOTEL PHILADELPHIA, PA.
Saturday Oct. 13 11:30 A.M., 2:30 P.M.	FASHION SHOW: "THE COSTLY CUSTOM-LOOK" Simplicity fashion show at Bloomingdale's, featuring "The costly custom-look--clothes tailored for you and by you." Open to public. Publicity: Karen Hollis, VO. 5-5900, Ext. 571.	BLOOMINGDALE'S & SIMPLICITY PATTERN CO.	FABRIC DEPARTMENT 2ND FLOOR

WEEK BEGINNING MONDAY, OCTOBER 15, 1945

Monday Oct. 15- Oct. 16 10:00 A.M.	TELEVISER DISCUSSION IN TWO-DAY SESSION Advertising and retail executives and technical television workers will discuss department store uses of television; merchandising of receivers; producing programs; a comparison of advertising media; writing for television, etc. Price for 2 days, including lunch: \$10.00; without lunch \$5.00; individual sessions, \$1.25. Contact: Ina Bruce, LO. 5-1683.	TELEVISION MAGAZINE (11 WEST 42ND ST.)	HOTEL COMMODORE BALLROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 15 12:30 P.M. Luncheon	LUNCHEON MEETING: "PUBLICITY" "The Importance of Publicity In Public Relations" will be discussed by Edwin B. Dooley, Director of Public Relations, General Foods Corp. Major Matty Urban, recently appointed Veterans' Editor to Liberty Magazine, who received the Purple Heart seven times, will be honored guest of the Publicity Club. Open to members and guests. Contact: Uriel Davis, HA. 2-9462.	PUBLICITY CLUB OF NEW YORK INC.	BELMONT-PLAZA HOTEL LEXINGTON AVE. & 49 ST.
Monday Oct. 15 1:00 P.M. Luncheon	SHOWING OF FURS DURING LUNCHEON A presentation of custom-made fur creations by Alfred Rainer, with millinery by Braagaard. Open to public. Press by invitation. Fashion show director and commentator: Mary Alice Rice, PL. 3-4500.	ALFRED RAINER, INC. (17 EAST 55TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Oct. 15 4:30 P.M.- 6:30 P.M.	GLOVE MAKING COURSES OPEN Custom glove making classes under direction of Mrs. Edith M. Hummel, Viennese authority, with instruction in designing and styling, preparing and stretching of skins, hand-stitching and individual fitting. Short courses, day or evening, from 4:30 P.M. to 6:30 P.M. or 7:00 P.M. to 9:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Oct. 15	LAST DAY FOR OVERSEAS CHRISTMAS MAILING.		
Beginning Oct. 15	OPENING OF RESORT AND SPRING LINES Showing of complete collections covering the entire season in accordance with policy of showing only one line each season. Members of the Sportswear Guild who will show their lines include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact: Bert Reinitz, LA. 4-5970.	SPORTSWEAR GUILD KANE-WEILL MUTUAL-ROSENBLOOM CO. CHARLES W. NUDELMAN, INC.	INDIVIDUAL NEW YORK SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES

OUT-OF-TOWN SPRING OPENING DATES

Oct. 15	CHICAGO FASHION INDUSTRY	CHICAGO, ILLINOIS
Oct. 15	CALIFORNIA APPAREL MANUFACTURERS	LOS ANGELES, CALIF.
Oct. 22	ST. LOUIS FASHION CREATORS & FASHION EXHIBITORS	ST. LOUIS, MISSOURI
Oct. 22	DALLAS FASHION & SPORTSWEAR CENTER & NATIONAL FASHION EXHIBITORS	DALLAS, TEXAS

Monday Oct. 15	OPENING OF MUSEUM'S CHRISTMAS SHOP Holiday Shop for the sale of Christmas cards and gifts, including books, portfolios, color prints, a Museum calendar for 1946, reproductions, etc. Thirty-four Christmas cards from paintings and sculpture, and books for children will be on sale. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST. MAIN HALL
Tuesday Oct. 16 12:30 P.M. Luncheon	PRESS PREVIEW: RESORT FASHIONS FOR 1946-46 Frances Sider will present her new Original Resort Fashions during luncheon. Press and Trade by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	FRANCES SIDER ORIGINALS	PLAZA HOTEL TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 17 2:00 P.M.	NEW SALADS AT SECOND COOKING CLASS "Your Salad Bowl Becomes A 'Pot Of Gold'" is theme of second in series of 5 cooking classes to be given by Nutrition Service of the American Red Cross, N.Y. Chapter. Open to public. Publicity: Florence O'Keefe, ST. 9-4700, Ext. 681.	JOHN WANAMAKER B'WAY & 9TH ST.	HOME STORE 3RD FLOOR
Wednesday Oct. 17 2:30 P.M.	FIRST MONTHLY FLOWER SHOW OF SEASON The first monthly flower show of this season will consist of exhibits of baskets of vegetables and fruit, displays of outdoor flowers, and hardy and greenhouse chrysanthemums. Successful amateur gardener, Mrs. Arthur Knapp, will lecture on "Lilium Regale - The Easy Lily." Also arrangement classes, using flowers and fruit, flowers and gourds, etc. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
Wednesday Oct. 17 3:00 P.M.- 6:00 P.M.	PRESS PREVIEW: "COTTON'S BRIGHT TOMORROWS" The fashion department of the Cotton-Textile Institute and National Cotton Council will give two Victory Parties for the groups with which they work to get better acquainted. Examples of promotion, publicity, and educational work will be on display, and a release on new 1946 fabrics. People connected with newspapers, magazines, syndicates, trade publications, radio publicity offices, schools and museums are invited on the 17th. Contact: Virginia Jewel, WO. 2-0270.	COTTON-TEXTILE INSTITUTE	320 BROADWAY FASHION DEPT.
Wednesday Oct. 17 5:00 P.M.- 8:00 P.M.	PARTY FOR NATIONAL COORDINATING DIRECTOR Mlle is introducing Mrs. Edith Brazwell Evans in the newly created post of National Coordinating Director of the magazine. Mrs. Evans will be in charge of the long deferred post-war expansion of Mlle's regional offices, and will intensify merchandising and promotional activities between the magazine and leading stores and fashion markets throughout the country. By invitation only. Contact: Frances Hughes, Special Projects Editor, MU. 3-8910.	MADemoiselle	HAMPSHIRE HOUSE COTTAGE
Wednesday Oct. 17 6:30 P.M.	ANNUAL MEETING OF CORSET ASSOCIATION Annual dinner-meeting with recommendations for short range and long range planning. Open to members. Contact: Fletcher D. Dodge, GR. 5-6733.	CORSET & BRASSIERE ASSOCIATION OF AMERICA	WALDORF-ASTORIA PARK AVE. & 50TH ST.
Wednesday Oct. 17 7:30 P.M.- 9:30 P.M.	THIRD SESSION: FASHION TRAINING COURSE Subject: "Jobs In The Field of Fabrics--Patterns". Speakers: Mimi Blaker of Galey & Lord Inc.; Genevieve Huss of Julius Forstmann Corp.; Marguerite Herzog of the McCall Corp. Cost of each individual lecture: \$2.00. Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER 5 MITCHELL PLACE
Thursday Oct. 18 12:15 P.M. Luncheon	LUNCHEON MEETING: "HEMISPHERE MARKETS" Speaker: John B. Glenn, Pres. N.Y. Board of Trade, and advisor on Finance to Mexican govt. He will tell of errors made by advertisers in the past, forecasting opportunities and suggesting new and improved techniques. Price: \$1.65. Open to members and guests. Contact: Mildred Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK INC.	BELMONT PLAZA CASINO-IN-THE-AIR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 18 1:00 P.M. Luncheon	"WINTER WHIRL" DURING LUNCHEON Fashions for the "glistening" North, the "sunny" South, and "glamorous" New York from Macy's Little Shops. Open to public. Press by invitation. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S LITTLE SHOPS	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 18 3:00 P.M.- 6:00 P.M.	VICTORY PARTY FOR TRADE The second Victory Party (details on Page 4) for people from mills, converting houses, advertising agencies, pattern companies, garment manufacturers, designers, home furnishing people, and accessory manufacturers. Contact: Virginia Jewel, WO. 2-0270.	COTTON-TEXTILE INSTITUTE	320 BROADWAY FASHION DEPT.
Friday Oct. 19 9:00 A.M.	ROUND TABLE DISCUSSION OF DIRECT MAIL Round table discussion of direct mail and printed promotion in 10 sessions. Morning sessions chairman: Hunter Snead, Merchandising & Sales Promotion, McCann-Erickson. Luncheon at 12:30 P.M.: Grand Ballroom; subject--"How to Put the Show in Showmanship" by Peter Donald, star of radio program "Can You Top This." Afternoon sessions chairman: Philip E. Wilcox, President, Philip E. Wilcox, Inc., N.Y. Price: \$6.00 (including luncheon, tax and tips). Checks payable to Direct Mail Advertising Assn., 17 East 42nd St. Contact: Jane L. Bell, Executive Manager: VA. 6-1479.	DIRECT MAIL ADVERTISING ASSN.	ROOSEVELT HOTEL HENRIK HUDSON ROOM
Friday Oct. 19 3:15 P.M.	CAKE MAKING AT COOKING SESSION "Cakes And More Cakes" and new recipes will be the subject of Namm's cooking school session. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Oct. 20	NEWSSTAND DATE: CHARM MAGAZINE Theme of Charm's November issue: "Beauty--And Hats To Frame It." Publicity: Kay Vollers, MJ. 3-8910.	STREET & SMITH PUBLICATIONS	122 EAST 42ND STREET
Monday Oct. 22 10:00 A.M.	WALLACE TO ADDRESS SALES CONFERENCE Henry A. Wallace, Secretary of Commerce, will address the opening session of the series of six Monday marketing and distributing conferences. John W. Snyder, head of the Office of War Mobilization and Reconversion, will speak at the closing session, Nov. 26. Combination ticket for these six successive Monday meetings: \$35.00. Contact: First National Marketing Forum, Suite 310, Hotel Roosevelt.	SALES EXECUTIVES CLUB OF NEW YORK	WALDORF-ASTORIA GRAND BALLROOM
Monday Oct. 22 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Presentation of Russeks' new costume suits, furs, and dresses for Fall and Winter. Open to public. Press by invitation. Publicity: WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Oct. 23 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY AT LUNCHEON New Fall and Winter millinery by Peg Fischer will be shown during luncheon. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI.7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM



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Tuesday Oct. 23 2:30 P.M.	INTRODUCING NEW BRIDAL SHOP Bridal fashion showing to introduce the new Saks 34th Street Bridal Shop. Tea and refreshments will be served. Press and public are invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	5TH FLOOR
Tuesday Oct. 23- Oct. 26 2:30 P.M.; 8:45 P.M.	NEW YORK TIMES ANNUAL FASHION SHOW "Fashions Of The Times--4th Edition," annual dramatic style presentation created by N. Y. Times Fashion Editor Virginia Pope. Leading New York manufacturers, designers, fabric and accessory houses, and stores are co-operating in a forward-looking show, with styles for Spring and Summer, 1946 and the Christmas Holiday season. Especially created costumes by top American designers will show what they can achieve when all restrictions have been removed. Show produced, staged, and directed by Miss Francis Bemis. Sets designed by A. A. Ostrander. Tickets: \$1.80 each, entire proceeds to Greater N. Y. Fund. Contact: Times Promotion Dept., LA. 4-1000.	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
Tuesday Oct. 23 3:00 P.M.	FALL AND WINTER FASHION SHOW A fashion presentation for the "Colony House" with a showing of 'round the clock clothes including casual outfits, coats and suits, formal frocks, negligees, etc. Publicity: Stella Doern, TR. 5-3100.	MARTIN'S BROOKLYN	WOMAN'S CLUB PIERPONT ST. (BROOKLYN)
Tuesday Oct. 23 7:00 P.M. Dinner	PRESS PREVIEW: COLOR FILM OF NEW MILL Introducing the newest Deering, Milliken woolen mill to the press, a color film showing the successive steps in the manufacture of high quality woolens will be featured during dinner. Press by invitation only. Contact: Miss Josephs, LO. 5-5910.	DEERING, MILLIKEN & CO.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Oct. 24 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Rose Sapphire will present her new Fall and Winter millinery during luncheon. Open to public. Press by invitation. Contact: Rose Sapphire, WI. 2-4374. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ROSE SAPPHIRE HATS (501 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SELECTED FASHIONS "The Individual Look" in clothes by Ruby Ross will be presented during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.	RUBY ROSS (6 EAST 53RD ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 24- Oct. 25	NINETEENTH ANNUAL MEETING Annual meeting of Cotton-Textile Institute will consist of 2 general sessions and 5 forums at which industry problems will be analyzed and discussed by specialists. Open to members and press. Contact: WO. 2-0270.	COTTON-TEXTILE INSTITUTE (320 B'WAY)	WALDORF-ASTORIA JADE ROOM
Thursday Oct. 25 1:00 P.M. Luncheon	NEW FALL AND WINTER FASHIONS Luncheon showing of afternoon and dinner dresses, coordinated with millinery, featuring dressy jersey and new color combinations. Open to public. Press by invitation. Contact: Miriam Landey, RE. 7-1310. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MIRIAM LANDEY (22 EAST 65TH ST.)	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 25 12:15 P.M. Sharp	LUNCHEON MEETING: "FABRICS FOR 1946" Members monthly luncheon meeting, planned by Division 3 (Fabrics). Topic: "Fabrics for 1946." Madeleine Darling, fabrics editor, Vogue, will discuss the "Domestic Theme." Beatrice Fox Auerbach, president, G. Fox & Co., Hartford, recently returned from an extensive European trip, will speak on the "Import Picture." Also, a surprise speaker, if the clipper arrives on time. Program chairman: Elizabeth Maher. Division chairman: Hope Skillman. Reservations close Wed., Oct. 24, 5:00 P.M. Must be paid for if not cancelled by then. Members may bring guests. Please make reservations promptly. Price: \$3.10 (including tip and tax). Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	BILTMORE HOTEL BALLROOM
Thursday Oct. 25- Oct. 26 2:30 P.M.; 8:30 P.M.	SIXTH ANNUAL CHICAGO TRIBUNE FASHION SHOW Two matinees and two evening presentations of the 6th Annual Chicago Tribune fashion showings--top designs in women's apparel and teen-age divisions which received cash awards totaling \$6,350. Contact: A. M. Kennedy, Sunday Editor.	CHICAGO TRIBUNE	WGN MAIN STUDIO CHICAGO, ILLINOIS
Saturday Oct. 27	NAVY DAY: PRESIDENT TRUMEN WILL BE IN N.Y. FOR FLEET REVIEW AND PARADE. HE WILL COMMISSION THE NEW CARRIER FRANKLIN D. ROOSEVELT AT THE N.Y. NAVY YARD IN BROOKLYN, AND WILL TAKE PART IN AUTOMOBILE PARADE FROM BATTERY TO CENTRAL PARK, WHERE HE WILL MAKE NAVY DAY BROADCAST.		
Week of Oct. 28	GIRL SCOUT WEEK Theme: "Girl Scouting--Citizenship In Action Around The World." Contact: Girl Scout National Headquarters, 155 East 44th Street, MU. 2-2505.	GIRL SCOUTS OF AMERICA	ALL OVER THE COUNTRY
Monday Oct. 29- Oct. 31	ANNUAL FORUM "Responsibility of Victory" will be the general subject of the New York Herald Tribune's annual forum to be held on Mon. evening, Oct. 29; Tues. afternoon and evening, Oct. 30; and Wed. evening, Oct. 31. Publicity: Elsa Lang, Promotion Department, PE. 6-4000.	NEW YORK HERALD TRIBUNE	WALDORF-ASTORIA GRAND BALLROOM
Monday Oct. 29- Nov. 3	ANNUAL NEW ENGLAND SPRING APPAREL SHOW Annual Spring fashion show of the Women's Apparel Club of New England, with lines of over 100 manufacturers represented, including dresses, coats, suits, sportswear, and accessories. Open to press and buyers. Publicity: Irving Rubenstein, Sr. of Sam Silberstein & Co., PE. 6-8118.	WOMEN'S APPAREL CLUB OF NEW ENGLAND	PARKER HOUSE BOSTON, MASS.
Tuesday Oct. 30 11:00 A.M. Breakfast	PRESS PREVIEW: NEW SPRING MILLINERY "Holiday In Spring"--Press Preview of "festival" hats and models for advance Spring. (To be presented by Walter Florell in Hollywood on Nov. 20 to tie in with opening of Santa Anita race meet on Jan. 11.) <u>Press strictly by invitation.</u> Publicity: Mr. Frederick, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET SALON
Tuesday Oct. 30 1:00 P.M. Luncheon	NEW "NECESSARIES" DURING LUNCHEON New "Necessaries" including fancy ascots, blouses, stoles, costume jewelry, etc. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Publicity: Marrion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 30- Oct. 31 8:30 P.M.	"SMART NEW YORK" FASHION SHOW <u>Smart</u> , "the Magazine for the American Woman," will present a coordinated Fashion Showing of significant styles from leading fabric houses and manufacturers of N.Y. Called "Smart New York," it will feature advance fashions including furs and accessories. Admission: \$10 per person. Fashion coordination, commentary and publicity: Viola Shefer, PL. 3-3173. For reservations, contact: MU. 2-4912.	SMART MAGAZINE (60 E. 42ND ST.)	ST. REGIS HOTEL ROOF
Tuesday Oct. 30	NEWSSTAND DATE: NOVEMBER ISSUE Theme: "Money Talks" -- an issue full of unique Thanksgiving and Christmas suggestions. Contact: MU. 3-8910.	MADemoisELLE MAGAZINE	STREET & SMITH PUBLICATIONS
Wednesday Oct. 31 1:00 P.M. Luncheon	NEW FALL AND WINTER FASHIONS New Fall and Winter fashions by Mme. Et La Jeune Fille. Open to public. Press by invitation. Contact: PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MME. ET LA JEUNE FILLE (30 EAST 54TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 31 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Fall and Winter collection of Sada Sacks will be shown during luncheon. Open to public. Press by invitation. Fashion Show under direction of Viola Shefer, PL. 3-3173.	SADA SACKS, INC. (671 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
Oct. 31	HALLOWE'EN (Wednesday)		
Monday Nov. 5 12:00 P.M. Luncheon	PARIS MODELS FEATURED IN SPRING COLLECTION French styles and British fabrics will be combined for the new American look in the Spring collection by Junior Debs, Inc. Simon Cohen, head of the firm, was the first American manufacturer to go to Paris to view the latest couture collections, and he has used the French models he brought back as inspiration for his forthcoming Spring line. Press and Buyers by invitation only. Contact: Simon Cohen, PE. 6-3580.	JUNIOR DEBS, INC. (512 SEVENTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Nov. 5	OPENING OF FOGA SPRING LINES In accordance with the practice followed in recent seasons, the guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG ROSE BARRACK CO. WILLIAM BASS DRESSES ANTHONY BLOTTA CAPRI FROCKS CARLYE DRESSES DEITSCH, WERSBA, COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA FRED GREENBERG JOSEPH HALPERT HORWITZ & DUBERMAN INTERNATIONAL DRESSES JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE, INC.	INDIVIDUAL NEW YORK SHOWROOMS MORRIS & MARCUS PARNIS-LEVINSON BEN REIG C. H. D. ROBBINS PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM STARR-NORMAN SUZANNE-AUGUSTINE HANNAH TROY INC.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 5 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON A luncheon showing of Maximilian's luxurious fur fashions. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	MAXIMILIAN FURS INC. (20 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Nov. 5	SPRING OPENINGS: GUILD SHOE LINES Spring openings of shoes for January and February with advanced lines and styles to coordinate with fabric, apparel, and accessory markets. This is the first in the Guild schedule of five showings annually, a part of the merchandising time-table to enable shoe styles to be closer to ready-to- wear styling. Contact: Kate Goldstein Kemen, Exec. Secy., RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOE MANUF'RS SHOWROOMS
Nov. 6	ELECTION DAY (FOR MAYOR) (Tuesday)		
Wednesday Nov. 7 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOWING New millinery for the 1946 season will be shown during luncheon. Open to public. Press by invitation. Contact: PL. 8-2966. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARANKA, INC. (19 EAST 56 ST.)	WALDORF-ASTORIA SERT ROOM
Nov. 11	AMERICAN EDUCATION WEEK (Nov. 11-Nov. 17)		
Monday Nov. 12 1:00 P.M. Luncheon	NEW HOLIDAY MILLINERY AT LUNCHEON SHOW A presentation of new millinery by Suzanne-Remy, featuring gay holiday hats for Thanksgiving and Christmas. Open to public. Press by invitation. Fashion Show Director and Commentator: Mary Alice Rice, PL. 3-4500.	SUZANNE-REMY (24 EAST 64 ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Cancelled Wednesday Nov. 14	THE "JUDY BOND'S FOR VICTORY" FASHION PRESENTATION, ORIGINALLY SCHEDULED TO BE GIVEN BY BLOOMINGDALE'S IN CONJUNCTION WITH JUDY BOND INC., HAS BEEN CANCELLED.		
Wednesday Nov. 14 4:00 P.M.- 6:30 P.M.	RESORT FASHIONS BY MISS AMERICA ORIGINALS Miss America resorts to glamorous high fashions for the gala winter season ushered in with Victory. Commentator: Vyvyan Donner, fashion director, Fox Movietone News. Press by invitation only. Publicity for Miss America: Billie Gould Inc., LA. 4-8773.	MISS AMERICA DANCE FROCK CORP.	PLAZA HOTEL TERRACE ROOM
Monday Nov. 19 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING FABRICS Spring fashions in Everfast Fabrics by top American designers. <u>Press</u> <u>strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	EVERFAST FABRICS	WALDORF-ASTORIA LE PERROQUET SUITE
Nov. 22	THANKSGIVING DAY (Thursday) STORES CLOSED		
Monday Nov. 26	GALA OPENING: GRAND OPERA SEASON Luxurious post-war fashions will be on view at the grand opening of the Metropolitan Opera Season. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	METROPOLITAN OPERA HOUSE BROADWAY AT 39TH ST.



MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Friday  
Oct. 12- SECOND WEEK: BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.  
Oct. 19 Fri. Oct. 12--SWAN LAKE; UNDERTOW (with Laing); GRADUATION BALL.  
Sat. Oct. 13--LES SYLPHIDES; PETER AND THE WOLF; PAS DE DEUX; GRADUATION BALL.  
Sat. Eve. Oct. 13--ON STAGE; FAIR AT SOROCHINSKY (with Dolin); PRINCESS AURORA.  
Sun. Mat. Oct. 14--SWAN LAKE; PETER AND THE WOLF; SPECTRE DE LA ROSE; FANCY FREE.  
Sun. Eve. Oct. 14--ON STAGE; UNDERTOW (with Laing); PRINCESS AURORA  
Mon. Oct. 15--LES SYLPHIDES; GIFT OF THE MAGI (N.Y. Premiere); PAS DE QUATRE  
Tues. Oct. 16--ROMEO & JULIET; GIFT OF THE MAGI; SPECTRE DE LA ROSE; BLUEBEARD.  
Wed. Oct. 17--ALEKO; INTERPLAY; PAS DE QUATRE; HELEN OF TROY (with Eglevsky)  
Thurs. Oct. 18--ON STAGE; UNDERTOW (with Laing); PAS DE DEUX; INTERPLAY.  
Fri. Oct. 19--GISELLE (with Markova & Dolin); GIFT OF THE MAGI; GRADUATION BALL.  
Publicity: Barry Hyams, PL. 3-0820.
- Monday  
Oct. 15 OPENING: "THE RED MILL" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.  
Revival of popular Victor Herbert operetta of 39 years ago in an 8-week engagement. Story of 2 Americans stranded in Holland, and their adventures with a love crazy widow. Book and lyrics by Henry Blossom. Cast features Michael O'Shea and Eddie Foy Jr. with Dorothy Stone, her husband Charles Collins, and others. Produced by Paula Stone and Hunt Stromberg Jr. Settings: Arthur Lonergan. Costumes: Walter Israel. Publicity: Bernard Simon, BR. 9-5906
- Monday  
Oct. 15 VIOLIN CONCERT: ALBERT SPALDING CARNEGIE HALL, 7TH AVE. & 57TH ST.  
Albert Spalding's first New York recital in 5 seasons. Proceeds for benefit of musicians emergency fund. Contact: Carnegie Hall, CI. 7-7460.
- Wednesday OPENING: "THE ASSASSIN" NATIONAL THEATRE, 41ST ST. WEST OF B'WAY  
"Cloak and dagger" melodrama, with action beginning the night of the Allied landings in North Africa and ending in the slaying of Darlan and execution of young Royalist who did it. Featuring Frank Sundstrom (Swedish actor -- first appearance in U. S.), with a cast of 35 including Harold Huber, Clay Clement, and Roger de Koven. Presented by Carly Wharton, Martin Gable, and Alfred Bloomingdale. Written by Irwin Shaw. Director: Martin Gable. Publicity: Richard Maney, WI. 7-6939.
- Saturday  
Oct. 20 VIOLIN CONCERT: FRITZ KREISLER CARNEGIE HALL, 7TH AVE. & 57TH ST.  
Concert by Fritz Kreisler at 2:30 P.M. Contact: Carnegie Hall, CI. 7-7460.
- Tuesday  
Oct. 23 OPENING: "BEGGARS ARE COMING TO TOWN" CORONET THEATRE, 49TH ST. W. OF B'WAY  
Oscar Serlin presents new Theodore Reeves melodrama about two partners who own a saloon during days of prohibition. Featuring Paul Kelly and Dorothy Comingore, Luther Adler and Adrienne Ames. Director: Harold Clurman. Incidental music by Raymond Scott. Settings: Jo Mielziner. Costumes: Ralph Alswang. Publicity: Harry Forwood, CI. 5-6371.
- Wednesday  
Oct. 24 VIOLIN CONCERT: MISCHA ELMAN CARNEGIE HALL, 7TH AVE. & 57TH ST.  
Mischa Elman in a solo violin performance at 8:30 P.M. Contact: Carnegie Hall, CI. 7-7460.